



EARTHJUSTICE

ALASKA CALIFORNIA FLORIDA MID-PACIFIC NORTHEAST NORTHERN ROCKIES
NORTHWEST ROCKY MOUNTAIN WASHINGTON, DC INTERNATIONAL

February 2, 2010

Public Utilities Commission, State of Hawai'i
465 S. King Street, Room 103
Kekuanao'a Building
Honolulu, HI 96813

PUBLIC UTILITIES
COMMISSION

2010 FEB -2 P 4: 04

FILED

Re: Docket No. 2009-0108: Hawai'i Solar Energy Association's Designation of
Witness for Panel Hearing.

Dear Chair Caliboso and Commissioners Cole and Kondo:

Pursuant to the Order Establishing Hearing Procedures issued by this Commission in this docket on January 28, 2010, the Hawai'i Solar Energy Association ("HSEA"), by and through its counsel, Earthjustice, hereby designates Mark Duda, President of HSEA, as its witness for the panel hearing noticed for February 8 to 11, 2010. HSEA also designates Richard Reed, Director of HSEA, as a secondary witness to address specific issues, as necessary. Copies of the witnesses' CVs are attached.

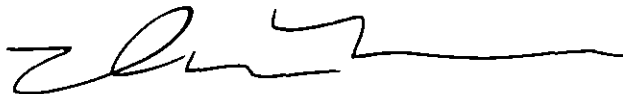
In sum, Mr. Duda has been a founder and partner in several solar energy firms and has received numerous awards for his achievements in Hawai'i's renewable energy industry, including: Hawai'i Venture Capital Association's Cleantech Entrepreneur of the Year; Pacific Business News's "40 Under 40" young business leaders; and the Governor of the State of Hawai'i's Innovation Award. He is a leading representative of the renewable energy industry in policy forums statewide, serving as a Member of the Hawai'i Energy Policy Forum and Co-Chair of its Renewable Energy Working Group, Member of the Steering Committee for Energy Efficiency of the Hawai'i Clean Energy Initiative, Board Member of the Hawai'i PV Coalition, and Member of the Hawai'i Department of Labor and Industrial Relation's Steering Committee for Renewable Energy Workforce Development.

Mr. Reed has 30 years of direct experience in energy efficiency, demand-side management, and renewable energy in Hawai'i and elsewhere. He has represented the renewable energy industry in numerous policy forums including the Hawai'i Clean Energy Initiative, Hawai'i Energy Policy Forum, and the Energy Efficiency Policy Task Force of the Hawai'i State Legislature. He has also participated as an industry advisor to Hawai'i utilities in the development of their demand-side management programs and integrated resource plans.

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Pursuant to the procedural order in this docket, a copy of this letter and enclosures was served on this date to the parties in the docket via email, and two hard copies were sent to the Consumer Advocate by first-class mail.

Very truly yours, .

A handwritten signature in black ink, appearing to read 'Isaac H. Moriwake', with a long horizontal line extending to the right.

Isaac H. Moriwake
Earthjustice
Attorneys for HSEA

Attachments
cc: service list

Mark Duda

Personal

3137 Hinano Street
Honolulu, HI 96815
808.735.1467 (m)
mark@mdudallc.com

Professional

928 Nu'uuanu Avenue, Suite 100
Honolulu, HI 96817
808.735.1467 (m)
mark@dephawaii.com

experience

DISTRIBUTED ENERGY PARTNERS, LLC

Honolulu, HI

Founding Partner

2009-

Founded start-up focused on renewable energy project development for Hawaii commercial market (May 2009). Company is the knowledge leader and approached on all projects that require combined regulatory/technical knowledge, and business/financial model development for viability in Hawaii's complex renewable energy market.

- Co-lead company strategic plan development, business model design, and business development activities.
- Manage relationships with energy finance community; developing financial products for the firm and its partners.
- Launched residential PV subsidiary (July 2009) that is nearing break even; anticipate market leadership mid-2010.
- Named HVCA's 'Cleantech Entrepreneur of the Year' and one of "40 Young Business Leaders under 40" in 2009.

HAWAII SOLAR ENERGY ASSOCIATION

Honolulu, HI

President

2008-

Lead policy development, legislative activities, and regulatory affairs for Hawaii's preeminent solar energy industry group (SELA chapter). Work with public officials, firms, non-profits, and research community to advance solar energy in Hawaii.

- Secured passage of state refundable tax credit amid state budget crisis (2009).
- Conduct all activities in Public Utilities Commission proceedings on: feed-in tariff; decoupling; advanced metering/time-of-use rates; PV Host (utility PV development); integrated resource planning; standards and specifications for solar water heating; and net metering.
- Hold other statewide policy roles including: Co-Chair for Renewable Energy - Hawaii Energy Policy Forum; Steering Committee Member of Hawaii Clean Energy Initiative End Use Efficiency Working Group; Steering Committee for PV Industry Workforce Development; Instructor at University of Hawaii Outreach College.

SUNTECH HAWAII

Honolulu, HI

Vice President of Finance/Principal

2008-2009

Joined small scale residential integrator January 1, 2008 and grew revenues 1,000 percent to \$30m in a single year. Company became dominant commercial integrator in Hawaii with 30 percent market share.

- Co-developed strategic vision for the company.
- Managed all interactions with local and national energy finance industry.
- Translated policy environment into concrete plans for growth.

INDEPENDENT CONSULTANT

Honolulu, HI

Principal

2002-2007

Conducted empirical studies in US and China on: housing finance industry, mortgage capital provision, demographic trends, and housing policy for public and private sector clients using quantitative and qualitative research techniques ranging from econometric analysis to in-depth interviews with key decision-makers. Clients included leading mortgage companies, US government agencies, and non-profit groups.

HARVARD UNIVERSITY

Cambridge, MA

Research Fellow

2004-2006

Research Analyst

1999-2002

Used statistical, econometric, and qualitative methodologies to identify and understand trends in residential housing markets and housing finance at the nation's premier housing research center. Disseminated findings through popular and financial press, academic writings, and briefings.

education

Ph.D., Clark University (Economic Geography)

2002

M.A., New York University (Economics)

1995

B.A., Miami University (Economics, Political Science)

1992

other

Visiting Scholar, Beijing Normal University

2004



Hawaii Solar Energy Association
Serving Hawaii Since 1977

RE: DOCKET NO. 2009-0109, "INTEGRATED RESOURCE PLANNING", HAWAII
SOLAR ENERGY ASSOCIATION WITNESS RESUME FOR PANEL HEARING.

Richard R. Reed
Hawaii Solar Energy Association

Richard R. Reed has thirty-years of directly relevant experience in the areas of energy efficiency, demand-side management and renewable energy. He has held staff positions in federal and state government and has worked continuously in the renewables industry since moving to the private sector in late 1982. Mr. Reed has participated as an industry advisor in the development and implementation of Hawaiian Electric Company's REWH and RNC demand-side management programs since their first approval by the Public Utilities Commission in March, 1995.

Mr. Reed joined The Solaray Corporation (TSC) headquartered in Honolulu, HI. in 1982, and was appointed its president in 1987. TSC owns and operates Inter-Island Solar Supply, a diversified distributor of renewable energy components and high efficiency mechanical/electrical equipment, and SunEarth Inc., a California-based manufacturer of solar thermal collectors, systems and ancillary components. Mr. Reed is also a founding member of PVT Solar, a manufacturer of hybrid solar electric and thermal systems located in Berkeley, CA.

Mr. Reed has continuously served as an HSEA director since 1982. He also has completed a number of terms as HSEA president and has frequently chaired the government and regulatory affairs committees. In addition to his HSEA experience, Mr. Reed is also a current director of the California Solar Energy Industries Association (CALSEIA). He is a past director of the Solar Energy Industries Association (SEIA) located in Washington, D.C., and the Solar Rating and Certification Corporation (SRCC).

Relevant Experience:

- U.S. Department of Energy, Western Solar Utilization Network (WSUN), 1980 – 1981, Hawaii field office site representative, 1980 – 1981.
- State of Hawaii, Department of Planning & Economic Development (now DBEDT), 1981 – 1982, Energy Analyst.
- Hawaii Solar Energy Association, government and regulatory affairs chair, 1982 – present (intermittent). Has served for many years as the HSEA's primary lobbyist and liaison to the legislature, PUC, and State of Hawaii departments and agencies.

- Solar Energy Industries Association, Washington D.C. (SEIA), Solar Advisory Group Member, 1994 – 1998.
- Hawaiian Electric Company, Integrated Resource Plan DSM Advisory Group and Solar Sub-committee, 1995 – 1996, HSEA representative.
- Department of Energy/National Renewable Energy Laboratory subcontractor and prime contractor, SunEarth Inc's principle investigator, 1997 – 2008:
Building Opportunities in the U.S. for Photovoltaics (PV:BONUS) 2, Phases I, II.
Low Cost Residential Polymer Solar Water Heating System, Phases I – VI,
Zero Energy Homes (ZEH) Energy Supply System Integration, Phases I, II, and III.
- State of Hawaii Energy Efficiency Policy Task Force (Established by Act 163, 1998, Hawaii State Legislature), 2000 – 2002, participant.
- University of Hawaii Energy Policy Forum, 2002 – 2008, HSEA representative.
Vice-Chair, Renewable Energy Working Group, 2007 – 2008.
- Building Industry of Hawaii, Hawaii Builtgreen™, HSEA Representative.
- Solar Power International 2004, 2005, 2006, 2007, 2008, conference speaker.
- United States Department of Energy, frequent contributor to DOE solar water heating initiatives, roadmapping and collaborative efforts, 1992 – present; e.g. the Solar and High-Performance Water Heating Roadmap Workshop, Baltimore, MD, February, 2004, and Energy Star for innovative residential water heaters, concluded April, 2008.
- Hawaiian Electric Company, Integrated Resource Plan, 2003 (IRP 3), IRP Advisory Group, HSEA representative.
- Hawaiian Electric Company, Integrated Resource Plan, 2007 (IRP 4), Advisory Group, HSEA representative.
- Maui Electric Company, Integrated Resource Plan (IRP 3), IRP Advisory Group, HSEA representative.
- State of Hawaii Public Utilities Commission, Dockets 02-0209 (For Approval of a Residential Demand-Side Management Program etc.), 05-0069 (Energy Efficiency Docket), 2006-0084 (Net Energy Metering), 2007-0323 (Public Benefits Fund Investigation), and 2008-0249 (Solar Water Heating Standards), lead industry representative. 2008-0273 (Feed-In Tariff), industry consultant.
- International Association of Plumbing & Mechanical Officials (IAPMO), industry member and advisor, Uniform Solar Energy Code revision committee, 2005.
- California Center For Sustainable Energy (CCSE), Technical Advisory Board, 2007 - Present.

- U.S. Department of Energy/State of Hawaii, Hawaii Clean Energy Initiative, appointed to the End-Use Energy Efficiency Working Group, 2008.
- Hawaii Public Benefits Fee Administrator, Technical Advisory Group member, appointed by Public Utilities Commission, April, 2009.

Work History:

Department of Energy, Western Solar Utilization Network (WSUN), Hawaii site representative 1980 – 1981.

State of Hawaii Department of Planning and Economic Development, Energy Office, (now DBEDT Energy Division), energy analyst, 1981 – 1982.

The Solaray Corporation, Honolulu, HI., 1982 – present; president since 1987. The Solaray Corporation owns and operates:

Inter-Island Solar Supply, Honolulu, Kahului, Kailua-Kona, HI.
Pacific Liquid and Air Systems, Honolulu, HI.
SunEarth Inc., Fontana, CA.

PVT Solar, Berkeley, CA, *founding member and advisor.*

Education and Academic Experience:

Claremont McKenna College, Claremont, CA., BA in History and Asian Studies, 1972.

University of Hawaii, Honolulu, HI., MA in East Asian History, 1975.

University of Hawaii, Department of History, Graduate Teaching Assistant, 1973- 1975.

National Taiwan Normal University Mandarin Center, Taipei, Taiwan, ROC, non-degree immersion program in Chinese language, 1975 – 1977.

University of Hawaii, East-West Center, grantee 1977 – 1979.

Directorships:

Director, The Solaray Corporation and all operating companies

Director, Hawaii Solar Energy Association (HSEA)

Director, California Solar Energy Industries Association (CALSEIA)

Director, Hawaii Renewable Energy Alliance (HREA)

Past Director, Solar Energy Industries Association, Washington D.C. (SEIA)

Past Director, Solar Rating and Certification Corporation (SRCC)